

Statement of Work

I. Title: Communications Support for EPA's State and Local Climate and Energy Program
Contractor Name: ICF International
Contract #: EP-W-12-010
POP: April 1, 2015 - March 31, 2016
WA #: 3-35

II. Work Assignment Manager (WAM):

WAM Name: Erica Bollerud
U.S. Environmental Protection Agency
Office of Air and Radiation / Office of Atmospheric Programs
Climate Protection Partnerships Division / State and Local Branch (6202A)
Washington, DC 20460
Phone: (202) 343-9282

Alt. WAM Name: Victoria Ludwig
U.S. Environmental Protection Agency
Office of Air and Radiation / Office of Atmospheric Programs
Climate Protection Partnerships Division / State and Local Branch (6202A)
Washington, DC 20460
Phone: (202) 343-9291

III. Background:

The mission of the Environmental Protection Agency's Climate Protection Partnerships Division (CPPD) is to reduce emissions of greenhouse gases (GHGs) that contribute to global warming. CPPD forges partnerships with private and public organizations to accomplish this goal through the promotion of cost-effective energy-efficient technologies. CPPD delivers the technical information and tools that organizations and consumers need to choose energy efficient solutions and best management practices. The Division's success is dependent in part on the information management infrastructure which tracks these partnerships, and collects and disseminates information to the public.

A key CPPD program is the State and Local Climate and Energy Program run by the State and Local Branch (SLB). This program provides technical assistance, analytical tools, and peer exchange opportunities to help state, local, and tribal governments use clean energy and other strategies to reduce GHG emissions and achieve multiple environmental, human health, energy system and economic benefits. This program also runs EPA's Climate Showcase Communities; 50 local and tribal pilot projects developing cost-effect and replicable models of GHG reductions. In addition, SLB's Heat Island Reduction Program works with communities, states, public officials, industry representatives, researchers, and others to identify opportunities for implementation of heat island reduction strategies. The purpose of this work assignment is to advance the development of key program resources and tools and to provide technical assistance and program support for SLB's communications work.

The Contractor shall submit for review and obtain approval from the EPA Work Assignment Manager (WAM) prior to use or dissemination of any and all materials produced under this work assignment, such as manuals, technical documents, and outreach materials.

IV. Description and Tasks:

Task #1: Work Assignment Administration

The Contractor shall meet with the Work Assignment Manager (WAM) to discuss the WA tasks and deliverables. This meeting can be via teleconference. The Contractor shall then prepare and submit a work plan and cost estimate for the WA consisting of project plans and budget estimates itemized for each task. The budget estimates shall include breakdowns of elements by cost, professional level, subcontractors, and other direct costs. Work may begin on all tasks during preparation of the work plan, if directed by the WAM.

The Contractor shall participate in administrative meetings and/or conference calls at the written request of the WAM. The technical work of each task will be directed by the WAM. The Contractor shall participate in meetings and/or conferences calls at the written request of the WAM. The WAM will determine the date and location of these meetings.

Task #2: State Climate and Energy Weekly News Tracking

The Contractor shall track news items relevant to SLB's 16 clean energy Guide to Action policies and others as specified in a timely and efficient manner. This news tracking will allow EPA to stay up-to-date on state activities.

The Contractor shall submit one Word document to EPA each week that organizes news items according to six policy areas (and others, as directed):

- Climate Policy;
- Energy Efficiency Policy;
- Renewable Energy Policy;
- Clean Energy and the Economy;
- Transportation; and
- Adaptation.

Within each policy area, news items shall be organized by state. Each news item shall contain a brief (two-to-four sentence) summary of its key points and a link to the original news source. The number of policy areas and organization of the news items may change upon direction of the EPA WAM.

News items should be reviewed and reported on a weekly basis from a list of sources to include but not limited to: Alliance to Save Energy (ASE) Newsletters; Energy Central Weekly; World Business Council for Sustainable Development, Energy & Climate News; Climate News Roundup (forwarded by EPA); ENERGY STAR Weekly Updates; EESI Climate Change News;

American Council for an Energy-Efficient Economy (ACEEE) Grapevine Online; Energy Efficiency and Renewable Energy (EERE) Network News; Renewable Energy Access - RE Weekly News; NCSL Grasscatcher; DOE Green Power Network News; Interstate Renewable Energy Council's (IREC) "Connecting to the Grid" Newsletter; Point Carbon News; EESI's Sustainable Bioenergy, Farms, and Forests and Climate Change News Newsletters; Politico's Morning Energy Newsletter; Climate Solution's ClimateCast blog. If potentially relevant articles are located but the original source is not fully accessible to the Contractor, the Contractor shall perform a basic Google News search to locate an alternate reference so a summary can be created (and ideally a reachable link included).

Task #3: State Climate and Energy Partners Newsletter Design, Maintenance and Support

The Contractor shall operate and maintain a State Climate and Energy Partners Newsletter, through which the weekly news tracking can be shared by EPA. The Contractor shall add new subscribers to the newsletter upon direction from the EPA WAM (all state agency staff who request to be subscribed shall be added to the newsletter). The Contractor shall add any users who are not state agency staff to the separately maintained public state and local climate and energy newsletter. The Contractor shall enable an automatic welcome email (the content of which shall be approved by the EPA WAM) to be sent to all new newsletter subscribers upon their subscription with instructions for unsubscribing. The Contractor shall unsubscribe users within 24 hours upon their request.

The Contractor shall maintain registration data for newsletter subscribers and suggest newsletter improvements in format or software support.

Task #4: State and Local Climate and Energy Newsletter

The Contractor shall maintain the State and Local Climate and Energy Newsletter including adding and removing registrants as requested, drafting messages, scheduling and sending notices, suggesting design and format changes as requested and submitting a monthly report on newsletter activity.

Task #5: Overall Communications Support

The Contractor shall develop communications products and provide graphic design support for EPA's SLB programs. Upon request by the EPA WAM support shall include:

- Tracking local, state, regional, and national conferences to identify speaking opportunities for EPA and to advance climate and clean energy messages to state and local policy-makers.
- Developing and updating graphic design materials and original graphical layouts. Graphic enhancements should include interesting visual presentation, pictures, and interesting font and print styles.
- Providing document editing, copyediting, and desktop publishing support for SLB program documents, such as fact sheets, newsletters, and online resources. Materials should be edited to ensure that they are appropriate for and easily understood by lay and

technical audiences and shall use state-of-the-art graphics to ensure the professional quality of the material.

- Developing, revising, and updating state and local program fact sheets, newsletters, annual reports, and information resources.
- Developing SLB fact sheets, posters, and other pertinent materials for print or electronic distribution.

In all cases, the Contractor shall electronically submit a draft work product to the EPA COR for review. Upon receipt of EPA comments, the Contractor shall incorporate comments and resubmit the final product before printing, publishing, or otherwise disseminating.

V. QA Requirements:

Not applicable.

VI. Deliverables:

At the request of the WAM, the Contractor shall provide an interim draft deliverable as each major milestone is reached. Milestones may include: developing an outline, creating a first draft, revising the draft based on EPA/expert comments, and producing a copy edited and print-/web-ready final draft. The Contractor shall respond within two weeks to comments from the WAM on any interim draft deliverable, unless otherwise specified in the table below or through technical direction.

The Contractor shall adhere to the following schedule:

Task	Deliverable	Delivery Schedule
1	Work Plan	20 days after the effective date of the WA
2	One Word document per week (excluding major holiday weeks), summarizing relevant state clean energy and climate change policy news from the prior week	Monday of each week
3	Fully operational State Climate and Energy Partners Newsletter that allows EPA to send the weekly news to subscribers	Ongoing
3	One Subscriber Update document per month that lists all subscribers to the State Climate and Energy Partners Network in MS Excel. Data shall include: registration date, first name, last name, title, agency name, agency type, address, city, state, zip code, EPA region, phone number, email address, any optional expertise fields checked, subscription requests, and whether they	First Tuesday of each month

	were already a member of the State and Local Climate and Energy Partners Newsletter.	
4	3-5 State and Local Climate and Energy Newsletter notices per month per direction from the EPA COR	TBD, as requested by WAM
4	Monthly State and Local Climate and Energy Newsletter status report on the first Friday of each month.	First Friday of each month
5	Graphics support and presentations	TBD, as requested by WAM
5	Updated fact sheets and other pertinent materials	TBD, as requested by WAM

VII. Reporting Requirements:

The Contractor shall provide monthly progress reports, itemized by task, in accordance with the terms of the contract. These reports shall include hours and dollars spent by task, as well as a description of the work completed and deliverables produced. The Contractor shall provide written notification to the WAM within 30 days of when it anticipates expending 75 percent of the budgeted labor hours and/or budget dollars in the approved work plan. The Contractor shall submit work products in electronic as well as hard copy form. In addition, the Contractor shall deliver to the WAM each draft and final report in electronic format that is readable by windows-based word-processing (Microsoft Word 2013), graphics (Microsoft PowerPoint 2013), spreadsheet (Excel 2013), and database (Access 2013) programs. The Contractor shall also provide electronic copies of reports in PDF format.